Market Research

For your business, you will create a Marketing Research questionnaire that will be administered to the buying public of your particular product/service.

1. You will create the questionnaire. Look online for marketing research surveys. Think of the survey from the perspective of the public – how many questions, is it too personal, does one have to write answers or tick boxes. Most people don’t want to do surveys but if they submit, they want something easy to understand and not very time consuming.

The questionnaire/survey should get a good amount of usable information from the public. Depending upon your business, the questions will vary. Age, where they would buy, how they would pay, what price point would be ideal, etc etc.

1. Then you will do the market research and get the results of your survey. You will be given one class to find a location where you can conduct your survey where the typical customer of your product may be found. You may also need to have a video/youtube to show the public so they understand your good/service.
2. Finally, create an Excel spreadsheet with charts, diagrams, graphs that visually represent your findings with a brief write-up.
3. Submit a) a copy of the questionnaire, b) photographic evidence of your research taking place (location, researchers – no pictures of volunteers) and c) your Excel work to me via email.